



From the Dean's Desk

Welcome to the sixth communique "From the Dean's Desk", the platform I am using to share new initiatives, ideas and news of note with you on a bi-weekly basis. **Research & Scholarship** is the focus of this communique as one of our nine strategic directions we discussed during this summer's retreat

Here at Rosen College we take seriously our responsibilities to produce cutting-edge research that is relevant to the industry. While some academic institutions may focus on research that may not have outcomes for several years, our research is relevant to an industry that follows trends and is influenced by guests, so we work hard to make sure we are current and relevant.

The [Dick Pope Sr. Institute for Tourism Studies](#) is the key vehicle at the college for spearheading projects that impact the industry. We've researched vacation home trends, and how positive and negative reviews affect the business model. We're focused on SMART Tourism, eco-tourism and the technology that makes hospitality tick. We also work with tourism and hospitality organizations to help them establish strategic plans to garner the most heads in beds, who are satisfied and become repeat guests.



Some of you may not realize that the Rosen College is home to four prestigious research journals:

- The [International Journal of Hospitality Management](#), edited by [Dr. Abraham Pizam](#)
- The [International Journal of Contemporary Hospitality Management](#), edited by [Dr. Fevzi Okumus](#)
- The [Journal of Hospitality and Tourism Insight](#), edited by [Dr. Mathilda Van Niekerk](#) and [Dr. Fevzi Okumus](#)
- The [Journal of Destination Marketing and Management](#), edited by [Dr. Alan Fyall](#) and [Dr. Youcheng Wang](#)

Three of these journals rank among the top 10 journals for this subject matter worldwide. No other college has this many journals housed in their academic institutions.

In 2017, Rosen College's faculty members and Ph.D. students published 133 refereed journal articles. Many of these articles provided applied research for our industry partners to utilize in their businesses.

Research and Scholarship are important to the dissemination of knowledge. The College instituted four platforms to engage with other scholars and the industry including:

- Rosen College Research Workshops
- Rosen College Distinguished Speaker Series
- Rosen College Research Scholars Series
- Rosen College Research Colloquium

These opportunities are open to the public and industry professionals to attend and help to build partnerships.

All the work that goes into research requires funding. Our faculty and Ph.D. students are the recipients of several hundreds of thousand dollars in research grants and contracts, won through the industries recognition of the importance of research to the practice of hospitality management. The Dean's Research Cluster Program also encourages collaborative work with external faculty in sister colleges and partner universities, thus the work is shared as well as the award of grant funds. With new research platforms and supporting systems in place, we have witnessed sustained growth in various research activities in the past few years, including an annual 60% increase in proposal submission in

FY2018-19, a 50% success rate for external grant proposals in the same year.

Hospitality and tourism are global and Rosen College's faculty have opportunities throughout the year to present their research and expertise at national and international conferences and symposiums, thus creating an impact on their peers and industry partners in the sharing of knowledge.

It is not by chance that Rosen College has attracted faculty from more than 17 countries around the world in various disciplines and our Ph.D. program continues to grow each year. The research and scholarship opportunities at the college are boundless. The coming years will bring more great research to light.

Charge On!



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Rosen College of Hospitality Management

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